

Minutes of the
Public Affairs Advisory Group
9 August 1979
7E62, Hqs - 1400 Hours

DD/A Registry
File meetings

AT
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Attending: OPA - Herbert Hetu, Chairman

DDO - James G.

NFAC - [redacted]

Compt. [redacted]

CTS - [redacted]

DDS&T [redacted]

OEE0 - [redacted]

DDA - [redacted]

DDA - [redacted]

OPA - [redacted]

Executive Secretary

Absent:

RMS - [redacted]

OIG - [redacted]

OGC - [redacted]

OLC - [redacted]

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1. CIA General Brochure. Mr. Hetu presented the storyboards illustrating the style of the magazine-format CIA general information brochure now being produced under contract with [redacted]

[redacted] He explained that there are three basic parts--intelligence, the Community and CIA--and described how the layout would be integrated with the copy. PAAG members should understand that redundancies occur because the brochure is designed to be readable in article format instead of as one continuous narrative. He noted that the contractor is the same one being used for the multi-projector show and that quotes of CIA personnel from that script are also used in the brochure. STAT

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Mr. Hetu stressed that he would like PAAG members to review the copy for accuracy and security only, and that if there were any serious problems with the format, they should be treated as a separate issue. He also requested that the review be completed within one week and asked for comments, if any, by COB 17 August.

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[redacted] said that he would ask the Office of Security to review the copy.

2. Q & A Brochure. Questions of a general nature have been selected from those most frequently asked by the public for the purpose of publishing Q's and A's in a short foldout brochure. The same Q's and A's will be included as a sidebar in the CIA general information brochure. It was hoped that both questions and answers would be ready to distribute to the PAAG for review, but the

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Chairman said he needed a little more time to study and tighten the answers. The questions were handed out with a promise that the proposed answers would follow shortly.

3. Academic Brochure - Mr. Hetu said the Academic Brochure has been delayed pursuant to more discussion regarding the content. It is his judgment that if questions regarding covert campus recruitment cannot be answered forthrightly, then a brochure on the subject might do more harm than good by appearing to beg a critical issue.

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4. Speaker's Bureau - An original review of 32 in-house applicants has been narrowed to 5 candidates for the position of head of the speaker's bureau. Mr. Hetu noted that a final selection has not been made and invited PAAG members to submit the names of any qualified persons interested in applying. The position is a GS-13 and requires someone who has organizational skills sufficient to construct and maintain the speaker's bureau, to draft and deliver speeches, who has a broad knowledge of the Agency and Community operations and organization, and who is willing to travel.

5. Speaker Training - Relative to the establishment of the Speaker's Bureau, OPA has been exploring both in-house and commercial training programs that might be offered potential members of the Bureau. [] [] recently audited an OTR 7-day course which focuses on sharpening the briefer's skills.

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Without going into detail, Mr. Hetu said that OPA is planning a look at one other commercial training course in addition to the two already considered.

6. Multi-projector show. The script is approved and the show is about 85% complete. A professional narrator, [], was hired to narrate those portions necessary to bridge the voices of Agency personnel which comprise most of the script. The narration and other audio recording is completed and is being integrated into the master tape which will meld narration, sound and slide sequence.

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7. PAAG members reacted favorably to the Chairman's proposal that OPA sponsor a conference in the Fall designed to bring together component representatives who officially interface with the public, to discuss ideas for helping each other to present a more coordinated front to the public. It was suggested that the first step should be to determine how many people would be involved. (To that end a memo is attached requesting the assistance of PAAG members.)

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8. Mr. Hetu adjourned the meeting with an invitation to PAAG members to visit OPA with questions or a closer look at the story boards.



Executive Secretary

APPROVED:



Herbert E. Hetu, Chairman

8-13-79


Date

Attachment: a/s

Added Distribution:

1 - Each Office Director

1 - EO/DDA

C/ISS:  ydc (16 Aug 79)